



## SUSTAINABILITY MONITOR MONTHLY REPORTS

Analysis of brand communications, organized into product categories

Sustainability is now at the core of company strategies. But tracking the continual flow of announcements is a challenge for all concerned. Are the giants of the Home Care sector using their power to make a real difference through the full spectrum of sustainability initiatives?

Sustainability Monitor's Category Reports dig deeper, identifying what the leading brands are saying on their social channels. Our five separate streams track brand-level communications on a monthly basis with like-for-like comparisons amongst the biggest and most important players in each category.

Category	Number of Brands	Brand Owners
Dish Care	15	5
Laundry	20	5
Paper Products	12	5
Surface Care	23	7
Disruptors	6 companies	

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**Our research and analysis gives you a detailed view of the leading players in this category and their sustainability communication strategy at brand level:**

- claims and brand positioning
- which brands are aligning with which initiatives
- volume of activity on social platforms
- how they compare against each other

**Armed with SusMon's Home Care category reports, you will be easily able to understand your competitors' priorities, identify competitor threat, spot opportunities and develop a differentiated social strategy of your own.**

### Available Reports

For individual subscribers, reports are delivered in PDF format:

**Surface Care, Laundry, Dish Care, Paper Products and Disruptors Category Reports** - \$500 per month per category

**Home Care Sector Corporate Brand Communications Quarterly Report** - \$1,000 per quarter

For enterprise access, reports are available to download across your organization via a login to our reports database. Please contact us for more info.



**Sustainability  
Monitor**